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Many Are Culled But Few Are Chosen

Trade Price List
Of Named And Un-named
Gladiolus Seedlings



—Offered By—

W. E. KIRCHHOFF, Sr.

Grower and Hybridizer of the Choicest

GLADIOLUS

MONTEREY,

CALIFORNIA

High Class Bulbs

My first aim is, and will be, to supply only the best quality that it is possible to produce. All bulbs I send out are raised under my own supervision, hence I am able to guarantee them to be sound, true to name and description, but will in no way be responsible for the crop. (which is absolutely beyond my control), other than to refund purchase price or replace such stock, should a customer experience a loss due to any fault of mine.

W. E. Kirchhoff, Sr.



TO MY FRIENDS AND PATRONS:

In the course of my business career as a grower and hybridizer of Gladiolus, covering a period of twenty-five years, I have made many friends in every state in the Union. I am still striving to add to their number. Thanking you for your patronage and assuring you the same careful and prompt attention to orders that has helped to create and maintain our family business relations in the past. I am,

Very sincerely yours,

W. E. Kirchhoff, Sr.



YELLOW KING

This is without question the largest yellow. Deep yellow with a fine red line on each petal. Very strong grower. Bulbs of this variety frequently weigh from 10 to 12 ounces and measure from 4 to 5 inches in diameter. This variety is shown in the picture on the front cover trying to be as tall as its originator.

Price \$10.00 each.



MIRIAM YATES

A pure white gladiolus with sky-blue deep in throat. Very rare. None to spare this season.



CALIFORNIA

A deep rich Apricot with yellow throat, 4 to 5 ft high, strong grower, good propagator, flowers well arranged, about 28 buds, 8 open at a time. Foliage pea-green.

Price reduced from \$25 to \$10 each.

See page 8.



MRS. ELLA G. MORRISON

Formerly Seedling No. 25

A very strong grower. Shell pink. Has all the points which are expected of a good gladiolus. Holds a rating of 9/ com. 97 Exh. by Mr. Chas. E. F. Gersdorff. Very early. Good shipper because it may be cut before the first bud is open. Owing to its large flowers, it opens very satisfactorily. This variety is my favorite as a breeder just now, as will



MRS. W. E. OLMSTED

True butter-cup yellow without markings or variations in color. Good grower, try it side by side with Golden Measure and judge for yourself.

Price reduced from \$25 to \$10 each.

be seen in the cut on page 8 where many of them are in the process of hand pollination, and covered with wire baskets.

Price 60c each, \$6.00 per dozen.



LIEBESTRAUM

(Love's Dream)

Pink, same color as Pink Perfection (a rare pink). Good producer, 3 1-2 ft. high. The picture tells the rest.

Price \$10.00 each.



NEW BLUE—No 32

This is the same shade as Badenia (the nearest approach to sky blue thus far produced) with a few white specks scattered over the petals. This is the one mentioned as a lavender, in paragraph 2 on page 8. In form and habit it is identical to its parent, "glory of Pembroke," but multiplies by bulb-lets and divisions, few bulb-lets, but often produce 5 flower spikes and 5



GLORY OF PEMBROKE

This has been on the market for several years, a primrose yellow, my own production and the parent of many of the new varieties listed here. Healthy grower.

Price \$3.00 per dozen.

matured bulbs. Have refused \$100 per bulb in 1924. None for sale this season. See premium list.



APRICOT YELLOW

This is a combination of both apricot and yellow, very good grower, much admired. This cut is taken from a flower produced by a bulb-let. A premium to the value of \$5. (your choice) will be given for a suitable name.

Price 50c each.



WHITE EARLY SUNRISE

A clear white, very large, same as the well known Commercial variety, Early Sunrise. Good multiplier. None to be sold this season.

CARMEN SYLVA

Not of my creations. Merely shown here for comparison. None in stock.

MRS. MAUD HAYWARD

formerly No 42.

A self lavender, very graceful, straight spike 4 ft. high. Good propagator, even bulblets produce good size flowers.

Price \$5.00 each.



ROSE OF MONTEREY

Salmon pink, self, about 20 buds.
4 to 6 frilled flowers open at a time.
large and early, 3 1-2 to 4 ft. high.

Price 50c each, \$5.00 per dozen.



WHITE LACE

Strong grower. Name and picture
tell all about it except the price
which is.

\$10.00 each.



FRISLED FELICITY

Shrimp pink and as frilly as the
name implies. Good producer, sure
to become a commercial favorite
as soon as there is sufficient stock
available.

Price \$5.00 each.



The above picture shows a small portion of my trial garden, where hundreds of new seedlings not yet mentioned in this list, bloom and are admired by visitors from all parts of the country.

The following is part of an article which appeared in the San Jose Mercury of September 13, 1925.

"A visit to W. E. Kirchhoff's gladiolus gardens near Monterey is most interesting to those who have kept in touch with the rapid improvement of this beautiful garden flower and the almost spontaneous popularity that has accompanied its development. Some of the recent achievements seen in Mr. Kirchhoff's gardens are one named California, a rich deep apricot with yellow throat, and a clear lavender not yet named. These two flowers are both of good size, beautifully formed and are borne on tall, slender stems of the branching type. Unlike many catalogued varieties that bear the flowers crowded on the stems, the best new "glads" seen in Mr. Kirchhoff's gardens grow tall stems with the flowers spaced far enough apart to display their beauty to greatest advantage. New varieties from these gardens promise to aid materially in promoting the popularity of the gladiolus for everybody's garden."



SHASTA

A clear white, very strong grower, buds cream, turning white as they open, 4 to 6 open at a time, edges of flowers frilled. Soon to figure in the cut flower market. Above picture was taken from a flower of a bulblet.

Price 50c each, \$5.00 per dozen.



PENINSULA BELLE

Resembling a gigantic Amarilles, large flowers on wavystem 3 to 3 1-2 ft. high. Salmon pink, two lower petals have blotch of light wine color. Flowers are spaced apart on the stem, individual flowers measure 7 inches across. Cut shown above is from a flower produced by a bulblet, the flower in this picture measured 5 1-2 inches. This variety may be cut before first bud opens, shipped long distance, and they all will open fine because they show



NEW VIOLET

Similar in coloring to original Violet, but earlier and taller grower. Very good

Price \$1 00 each, \$10.00 per dozen.

color all the way up before first bud opens, thus making it a commercial as well as garden variety. Must be seen to be appreciated.

Price 50c each, \$5.00 per dozen.



APPLE BLOSSOM

Tall slender stem, large flowers all facing front, color just what the name implies, center being pinkish white, shading to apple blossom pink at the frilled edges. Very fine for cutting. Above cut taken from a bulblet. Cut below showing two bulbs with their bulblets. are of this variety and are here to tell the story as to the productiveness of Apple Blossom. This should interest Mr. Up - To - Date Florist.

Price 50c each, \$4.00 per doz.

Quantity quotations
on request



LILAC

A very beautiful rose lilac (self color) 3 1-2 ft high, large flower, the above is taken from a bulblet. Good producer.

Price \$1 each, \$10.00 per doz.



SAN FRANCISCO

(Kirchhoff's)

Beautiful shell pink suffused with carmine red. Very fine

None to offer this season.

Price \$10.00 each.

When placing your order for Bulbs, make sure that,

Kirchhoff's Violet Best Commercial Blue,
is not over looked.

I wish to call special attention to Kirchhoff Violet, same is coming to the front as a commercial variety now, and will not be offered again at such low price for years to come. Mr. H. E. Hansen, Professor of Horticulture, South Dakota State College, writes, Oct. 30, '25. The past season was so dry in this locality that a fair report cannot be given on your new varieties of Gladiolus. However, in our State Fair collection your variety, Kirchhoff's Violet, proved to be a very fine outstanding variety, due to its beautiful color and the fact that it did so well in spite of the drouth. I am particularly pleased with this variety of Gladiolus.

Mr B.H.Spencer, Longmeadow, Mass. Writes in part of his letter of Oct. 21, '25. Personally I am much taken with Ks Violet and believe it should be widely grown. I had a few bulbs of it from you last season and it received much favorable comment from visitors to my garden. I expect I ought to have more of it.

Mr. C. E. LOZIER, Elyra, Ohio. writes, I am glad to tell you that Kirchhoff's "Violet" was beautiful in my trial plot this season and stood up better than any other so-called Blue in the patch. We had much dry, hot weather with discouraging effects on many varieties, so the performance of your favorite was remarkable in the circumstances.

W.E.Kirchhoff.

Varieties Listed on this Page are as High Class as those Illustrated.

RUBY—This is about the earliest gladiolus in existence at this time. Ruby is of the same color as American Beauty rose, and is of velvety texture, very strong. Many of its bulblets produce a good sized flower and a two inch bulb. Ruby is illustrated in the front row in the picture on the front cover. This variety is usually the first one to be noticed and admired by visitors, for its striking beauty.

Price 50c Each. \$5.00 Per Dozen.

EVELYN MILLER—A very promising variety of the Early Sunrise type, has been tested by Mr. Chas. E. F. Gersdorff under No. 55 rated 96 commercial. It is a very large flower of coral pink, shading to orange. Very choice, good producer, and making large bulbs from bulblets. Early to mid-season. Stock limited.

Price 75c each. \$7.50 Per Dozen.

NO. 26—A very striking novelty, large flower, light pink, striped with rose pink shading to rhodamine purple in throat, early bloomer. A premium to the value of \$10.00—your choice from this list, for the best description and name, is yours.

Price \$1.00 Each. \$10.00 Per Dozen.

A Premium List will accompany this Catalog, which will explain its own mission

I wish to draw attention to the fact that I still have considerable stock of commercial varieties on hand and will dispose of same at closingout prices, as I wish to devote all of my time and energy to the creating of new ones.

Varieties referred to are mostly Golden Measure, Kirchhoff's Violet (now very popular), Norton, and a few others. Quantity counts. Be brief—tell me how much of a kind, size, or bulblets, you can use.

Please do not ask for bulblets of any new variety, unless you buy the entire stock of a kind. In such case the bulblets are included. Correspondence to this end is invited.

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Gladiolus Novelties - Latest Introductions

of

W. E. Kirchhoff, Sr.
Hybridizer of Choice Gladiolus

MONTEREY,

CALIFORNIA